

mappiness maps happiness across space in the UK

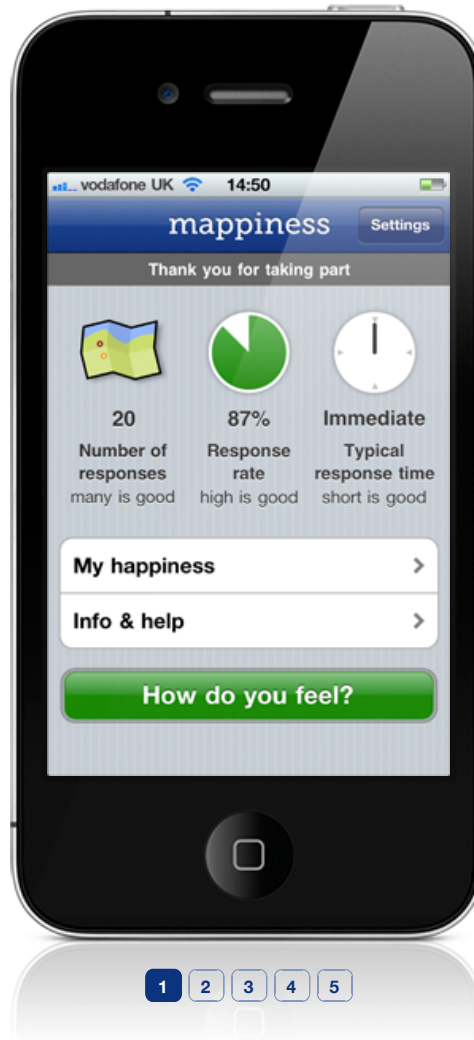
mappiness is a free app for your iPhone

It's part of a research project at the London School of Economics

We'd love to have you on board!

how does it work?

- You [get mappiness from the App Store](#), open it, and sign up
- We beep you once (or more) a day to ask how you're feeling, and a few basic things to control for: who you're with, where you are, what you're doing (if you're outdoors, you can also take a photo)
- The data gets sent back — anonymously and securely — to our data store, along with your approximate location from the iPhone's GPS, and a noise-level measure



what's in it for you?

- **Interesting information about your own happiness**, which you can download or see charted inside the app — including when, where and with whom you're happiest
- The warm glow of helping increase the sum of human knowledge

what's in it for us?

- We're particularly interested in **how people's happiness is affected by their local environment** — air pollution, noise, green spaces, and so on — which the data from mappiness will be absolutely great for investigating
- We hope to have results published in academic journals and elsewhere — whatever we produce will be linked from here

[get the app](#)[tell me more](#)

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We have **41,260** participants. We'd love more. Please share!